



## SUMMER BULLETIN 2010

**Midas Public Relations**  
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# INTRODUCTION / WELCOME

## WELCOME TO THE MIDAS SUMMER BULLETIN

With summer well and truly here, we're working on some great projects at Midas PR – from perfect summer holiday reads, to delicious fresh food from the **National Trust**, and lively festivals and events, such as the **Chiswick Book Festival** and **Larkin25**.

We're also championing independent bookshops around the country with **Independent Booksellers Week** in June, and celebrating **Peter James** at No. 1 for his stunning new book, *Dead Like You*.

**Michael Parkinson's** new book, *Parky's People*, is published in October and features highlights from his most memorable TV interviews - including **Muhammed Ali** to **Michael Palin**, **Tom Jones** to **Tony Blair**, **Joan Rivers** to **Judi Dench**.

In the art world, ***The Beckoning*** – an exhibition of works by Garry Fabian Miller – opens at the HackelBury Fine Art Gallery, London in September, and the **National Theatre** will host the **Landscape Photographer of the Year 2010** exhibition in December.

With warm summer evenings comes the delight of **Opera Holland Park**, with the 2010 season running from 1<sup>st</sup> June to 14<sup>th</sup> August and including spellbinding performances of *Carmen*, *Pelléas et Mélisande* and *Don Giovanni*.

We hope you'll find our Bulletin useful, as it brings together the huge variety of projects we're currently working on. However, with new accounts being won every day, please do visit our website and follow our Twitter feed for all the latest information: [www.midaspr.co.uk](http://www.midaspr.co.uk) and [@midaspr](https://twitter.com/midaspr)

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## BULLETIN / HIGHLIGHTS



### THE NATIONAL TRUST Food & Drink

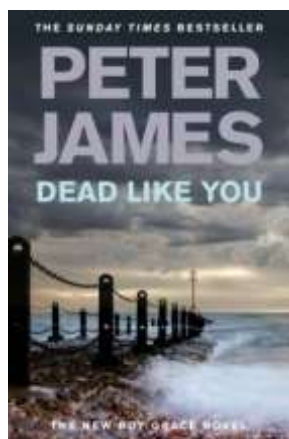
The National Trust, one of the UK's best-loved charities, appointed Midas PR to launch their new range of branded food and drink products, available in supermarkets. The products all have a wonderful story to tell: some are made using ingredients from the Trust's own farms while others are produced using recipes from the working kitchens of the Trust's historic houses.  
**Contact: Penny Clifton**

### LARKIN 25

#### A celebration of the life and work of Philip Larkin

December 2010 sees the 25th anniversary of poet Philip Larkin's death. To mark this occasion and celebrate the life and work of Philip Larkin, The Philip Larkin Society and Midas PR will be running a commemorative campaign, in partnership with the University of Hull, Hull City Council and Visit Hull and East Yorkshire. The aim is to mark this significant anniversary in a way that is worthy both of the poet and the City with which his creative and professional life is most associated. The commemorative programme will be known as Larkin 25 and will cover a period of 25 weeks, beginning in June 2010. The driving objectives are to celebrate the artistic and professional achievements of Larkin, to make a national and international impact as well as raise appreciation of creativity within Hull itself, and to leave a legacy that will help to ensure Larkin's place as one of the City's cultural icons. [www.larkin25.co.uk](http://www.larkin25.co.uk)

**Contact: Julia Walker / Jessica Gulliver**



### DEAD LIKE YOU

By Peter James

Published 2<sup>nd</sup> June by Macmillan, £18.99

#### The No.1 Bestseller

The Metropole Hotel, Brighton. After a heady New Year's Eve Ball, a woman is brutally raped as she returns to her room. A week later, another woman is attacked. Both victims' shoes are taken by the offender. Detective Superintendent Roy Grace soon realises that these new cases bear remarkable similarities to an unsolved series of crimes in the city back in 1997. The perpetrator had been dubbed 'Shoe Man' and was believed to have raped five women before murdering his sixth victim and vanishing. Could this be a copycat, or has Shoe Man resurfaced?

Peter James is one of the UK's most treasured crime and thriller novelists. His Roy Grace detective novels have sold *over one and a half million in the UK alone and five million worldwide in total*. The series is now translated into 33 languages. Peter James is available for interview and to write articles.

**Contact: Sophie Ransom / Claire Richman**



**OPERA HOLLAND PARK**

Opera as its best in one of London's most unique performance spaces.

The 2010 Opera Holland Park season opens on 1st June and runs until 14th August.

Another British summer brings with it an exciting season of al fresco opera from one of the UK's foremost opera festivals, Opera Holland Park (OHP). The company, who are owned and managed by The Royal Borough of Kensington and Chelsea, bring together an eclectic mix of productions which will not fail in appealing to a wide range of audiences, both mature and young.

Two prominent operas of the OHP 2010 summer season are productions by the highly commended director Olivia Fuchs. These will take place in the main OHP theatre, a Grade I listed site, which houses 1,000 seats and is covered by a specially designed 1600 sq metre state of the art high tensile fabric roof. The first is a re-imagined production of Debussy's heartbreaking love triangle *Pelléas et Mélisande* in June, which reunites Fuchs with French soprano Anne Sophie Duprels, who won praise for her performance in Fuch's 2009 production of *Kát'a Kabanová*. The second opera is a revival of Olivia Fuchs' critically acclaimed 2003 OHP production of Beethoven's only opera, *Fidelio*, taking place in July.

For more information, visit [www.operahollandpark.com](http://www.operahollandpark.com). Contact: Claire Richman

**PARKY'S PEOPLE**

By Sir Michael Parkinson

Published 14<sup>th</sup> October 2010 by Hodder, £20.00, hardback

Legendary encounters with the man who has met everyone. Showbiz legends, modern day icons and sporting greats – Michael Parkinson interviewed them all. Now he reflects on 100 memorable guest and the moments that made TV history. From Muhammed Ali to Michael Palin, Tom Jones to Tony Blair, Joan Rivers to Judi Dench, *Parky's People* reveals some of Sir Michael's most unforgettable encounters from twenty-five years of broadcasting. Contact: Ann Bissell



**THE FINANCIAL TIMES AND GOLDMAN SACHS  
BUSINESS BOOK OF THE YEAR AWARD  
27<sup>th</sup> October 2010**

This award, now in its sixth year, is designed to highlight the business book that provides the most compelling and enjoyable insight into modern business issues, including management, finance and economics. Entries were invited from publishers of business books in the English language that are first published between 31st October 2009 and 15<sup>th</sup> November 2010. The shortlist will be announced mid-September, and the winner will be announced at an event in New York on October 27th.

Contact: Katrina Power



**THE WEIGHT OF SILENCE**

**By Heather Gudenkauf**

**Published June 2010 by MIRA, £6.99, paperback original**

The **TV**  
**Book**  
**CLUB**

**Nominated for The TV Book Club**

Heather Gudenkauf will be in the UK on tour the week of 19<sup>th</sup> July.

*The Weight of Silence* is Heather Gudenkauf's first novel and went straight into the New York Times bestseller list at no 5, spending 20 weeks in the NYT Top 20. Heralded as the new Jodi Picoult, Heather lives in the US and is available for interviews. **Contact: Sophie Ransom**



## MIDAS / ARTS & EVENTS



### LARKIN 25

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**Contact: Julia Walker / Jessica Gulliver**

### CHISWICK BOOK FESTIVAL

17<sup>th</sup> – 19<sup>th</sup> September 2010

Various venues around Chiswick, including St Michael & All Angels Church and Hall, the Tabard Theatre, and Chiswick House.



This September, Chiswick will be welcoming a host of literary stars to the second Chiswick Book Festival. Following a sell out festival last year, authors taking part over the 2010 weekend include Terry Pratchett, Michael Wood, Prue Leith, Allison Pearson and Val McDermid.

With Chiswick home to numerous authors and publishers, the Chiswick Book Festival is a community event, celebrating local and national talent and raising funds for charities involved with reading, literacy and arts projects in Chiswick. The Festival is supported by Chiswick Library, Hounslow and Ealing Councils as well as local bookshops.

Events will range from a morning of children's events to historical fiction, romantic novels and film and television screenplays. Popular crime fiction will also feature in a special forum, as will talks on architecture and local history. Enthusiasts will also have the opportunity to buy signed copies of the latest books and meet the authors. **Contact: Sophie Ransom / Alexander Martin**

### INDEPENDENT BOOKSELLERS WEEK

June 14<sup>th</sup> - 21<sup>st</sup> 2010

Top name authors will turn sales assistants, host literary lunches and take part in reading groups about their own books during this year's Independent Booksellers Week, which runs from June 14<sup>th</sup> to 21<sup>st</sup>.

Hundreds of bookshops all over the country have signed up to take part in this week-long celebration of the independent. The week is designed to showcase how the 'indies' provide a distinctive, personal service for book lovers and the unique role they play in their communities.

IBW, which is supported by authors such as Anita Brookner and Michael Morpurgo, was established to celebrate and showcase independent bookshops nationwide. [www.independentbooksellersweek.org.uk](http://www.independentbooksellersweek.org.uk)  
**Contact: Emma Lawson / Penny Clifton**





**WALES BOOK OF THE YEAR 2010**  
 Administered by the Academi.  
 Shortlists announced 6 June; winner  
 announced 30 June

The Wales Book of the Year is the premier prize for Welsh creative writing and literary criticism. Prizes of £10,000 each are awarded to the best books in the English and Welsh language published in the previous year. Last year's winners were Deborah Kay Davies for *Grace, Tamar and Laszlo the Beautiful* (Parthian) and Wiliam Owen Roberts for *Petrograd* (Barddas). **Contact: Margot Weale**

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For more information, visit [www.operahollandpark.com](http://www.operahollandpark.com). **Contact: Claire Richman**

**THE PAUL FOOT AWARD 2010**

Closing date for entries: 1st September 2010

Winner announced 2nd November 2010



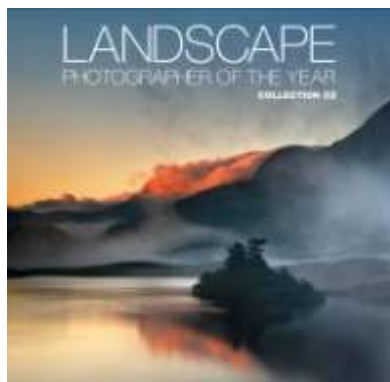
Sponsored by *Private Eye* and *The Guardian*, and now in its sixth year, The Paul Foot Award honours campaigning journalism in the UK in memory of revered investigative journalist Paul Foot. Individual journalists, teams of journalists or entire publications are eligible. Last year's winner was *Guardian* journalist Ian Cobain for his investigation into Britain's involvement in the torture of terror suspects detained overseas.

**Contact: Margot Weale**



**BRITISH WILDLIFE PHOTOGRAPHER AWARD 2010****Winners announced September 2010****Published 30<sup>th</sup> September 2010, by AA Publishing, £25.00**

The British Wildlife Photography Awards were devised by British Wildlife Photographer Chris Weston and Curator of Photography Maggie Gowan. The first awards were held in 2009 to widespread acclaim, with support from esteemed organisations including Natural England, WWF and Outdoor Photography magazine. The winning and commended images were unveiled at Hooper's Gallery in London, with the exhibition subsequently touring Britain. For the 2010 competition, the very best images are being brought together in a fabulous book for the first time. Britain has some of the most beautiful and unique wildlife in the world, and the sensational photographs from this prestigious competition capture and celebrate its wonderful variety. Showcasing the work of both amateur and professional photographers, this unique book highlights the great wealth of our island's natural history. **Contact: Tory Lyne-Pirkis**

**LANDSCAPE PHOTOGRAPHER OF THE YEAR: COLLECTION 04****Published 30<sup>th</sup> October 2010, by AA Publishing, £25.00**

The rich and diverse beauty of our country's mountains, fells, rivers, valleys, shores and cities are captured by the world's best photographers in *The Landscape Photographer of the Year: Collection 04*. A stunning testimony to Britain's majestic and fragile landscapes, this hardback book contains the winning images from the prestigious *Take a View Landscape Photographer of the Year Awards 2010*. Founded by the doyen of landscape photography Charlie Waite, the *Landscape Photographer of the Year: Collection 04* will inspire any reader to travel into the depths of the countryside to discover the lost beauty of Britain's wild shores, woodland and mountains. The winning images from the award are also exhibited at The National Theatre in December and January. For more information visit [www.take-a-view.co.uk](http://www.take-a-view.co.uk).

**Contact: Tory Lyne-Pirkis****THE BECKONING****Exhibition of artworks by Garry Fabian Miller at the HackelBury Fine Art Gallery, London*****The Colour of Time* book published by Black Dog Press in September.****Exhibition:****September - November 2010, HackelBury Fine Art Gallery, Launceston Place, London W8**

Garry Fabian Miller is one of the leading artists in the field of 'camera-less' photography. HackelBury Fine Art Gallery now brings together a collection of his recent work including some of his most monumental art to date. His work investigates the properties of light and time, exploring the concept of the cycle of time, how natural phenomena changes over a day, a month, a year. His work suggests the deep time of history, space and the unknown. Married to this are the experiments of his working processes, how he passes light through oil, coloured water and plants directly onto light-sensitive photographic paper. In essence, his work is all about the senses, our ability to move away from the stresses of modern fast-paced life and reconvene with the natural world and the realisation that without the shadows we would not have the light.

**Contact: Jessica Gulliver / Daniel Freeman**



## **FOTOLIBRA – HELPING AMATEUR PHOTOGRAPHERS FIND FAME**

**Created by Gwyn Headley**

fotoLibra is an open access picture library which sells photos from every kind of photographer. Launched in 2005, fotoLibra has over 360,000 images taken by today's keenest photographers from around the world. This new-style, open-access agency sets out to challenge the orthodoxy of more traditional picture libraries by giving talented amateurs — not just professionals — the chance to upload and sell their images. By taking chances on amateur photographers, fotoLibra has built up a bank of thousands of original images covering diverse subjects from birds of prey to vintage cars. Recently amateur photographer Linda Wright has found fame through fotoLibra with her stunning images of Birds of Prey which have won a series of awards including the *Nikon WWT Photo of the Year Award*.

**Contact: Tory Lyne-Pirkis**



## MIDAS / BUSINESS

### THE FINANCIAL TIMES AND GOLDMAN SACHS BUSINESS BOOK OF THE YEAR AWARD 27<sup>th</sup> October 2010

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**Contact: Katrina Power**



### EMPLOYEES FIRST, CUSTOMERS SECOND: Turning Conventional Management Upside Down By Vineet Nayar Published 8<sup>th</sup> June 2010 by Harvard Business Press, hardback £17.99

Vineet Nayar, CEO of HCL Technologies (HCLT), argues that the best way for companies to meet their customers' needs is to stop making customers their top priority. Instead, companies should shift focus to empowering employees to solve customer problems—in part by making management accountable to employees who are the real creators of value.

Nayar argues that for any company with more than a few hundred employees, management is too far removed to know where the true problems in the organization lie. More often, employees in what Nayar calls "the value zone"—those customer-facing areas of the company where true value is created—know better. But they either can't get management to listen, or they are afraid to try.

According to *Employees First, Customers Second*, it is only by turning the organization upside down and making management accountable to value-creating employees that companies can unleash their employees' creativity, energy and passion. HCLT's success implementing this working practice shows that this is a self-renewing approach to business that continues to pay dividends to employees, EFCS companies and their customers. **Contact: Katrina Power**

### MARKETING GREATEST HITS

By Kevin Duncan

Published 1<sup>st</sup> September 2010 by A&C Black, paperback £9.99

This is the definitive compendium of everything you need to know from the best minds in modern marketing – abridged, condensed, and ready for immediate action.

The book looks in depth at key themes and issues which are drawn together by basic unifying principles such as:

- Big theories are not necessarily complicated – this book makes sense of them for you
- Simple ideas that always work – you can apply them immediately to your business
- Broad and often misused concepts are clarified and demystified
- What is strategy? There is no mystery and plain language reveals all
- Case histories – treat them with extreme caution. If they were that easy, everyone would be doing it
- Marketing for big and small businesses - anyone can "do marketing" if they are well guided
- Making sense of all the jargon and buzz words

**Contact: Katrina Power**



## **BUSINESS GREATEST HITS**

**By Kevin Duncan**

**Published 1<sup>st</sup> September 2010 by A&C Black, paperback £9.99**

Modern business is a blur of jargon with thousands of books published, all purporting to hold the key to relentless success. The working reality is often very different. *Business Greatest Hits* distils and summarises the best current thinking from 40 top business books such as *Nudge*, *Sway*, *The World is Flat*, *The Halo Effect* and *Liar's Paradise*, so that you can become an authority yourself.

The book looks in depth at key themes and issues before offering quick digests for each of the 40 titles, which dual approach gives readers an invaluable grounding in many key concepts. As well as saving hundreds of hours of reading time, the reader is able to grasp ideas with pithy accuracy, explain them authoritatively to colleagues and, crucially, avoid being hoodwinked by those who claim to understand a concept when in fact they have got the wrong end of the stick.

**Contact: Katrina Power**



## MIDAS / TECHNOLOGY & MEDIA

**THE ELEMENTS: A VISUAL EXPLORATION**  
 iPad App by Touch Press  
 Available now from the App Store on iPad or  
 at [www.itunes.com/appstore/](http://www.itunes.com/appstore/), £7.99

**'Best App of all...Alone worth iPad' – Stephen Fry**

*The Elements: A Visual Exploration* is the most beautiful, most interactive, most inspiring book ever created. It is launching in four new fully-translated editions for iPad on the App Store. *The Elements* is the closest thing you'll find to a magic book.



Produced by Touch Press, this groundbreaking eBook lets the user experience all the elements in 3D, seen floating in front of their iPad. Complete with highly informative and accessible text, written by popular science writer Theodore Gray, *The Elements* is the most advanced book ever created.

**Contact: Alexander Martin / Claire Richman**



### MILLS & BOON EBOOKS

Available online now from [www.millandboon.co.uk](http://www.millandboon.co.uk)  
 Download 10 free eBooks now from [www.everyonesreading.com](http://www.everyonesreading.com)

For a 101 year-old publisher, Harlequin Mills & Boon is certainly not stuck in the past. All their books are now available to buy in eBook format, and the company's eBook sales are leading the publishing industry. To celebrate the launch of Mills & Boon eBooks, the romantic fiction icon is currently offering everyone the chance to download 10 of their eBooks for free. Simply go to [www.everyonesreading.com](http://www.everyonesreading.com) and get reading!

**Contact: Alexander Martin**

### AUDIBLE.CO.UK

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**Contact: Ann Bissell**



**BOOKS & MEDIA**

A comprehensive resource on books features across all consumer media

[www.booksandmedia.co.uk](http://www.booksandmedia.co.uk)



*Books & Media*, a new web-based subscription service for anyone who wants to know what the media is saying about books and authors offers a comprehensive and unique resource on books featured across all consumer media. A customisable press and media cuttings office, *Books & Media* is updated daily and can be accessed at [www.booksandmedia.co.uk](http://www.booksandmedia.co.uk) or received via data feed. **Contact: Julia Walker**

**PUBLISHING TECHNOLOGY**

The world's largest supplier of publishing industry technology



Publishing Technology is the largest supplier of technology and related services to the publishing industry around the world. They partner with information providers of any size, discipline, or technical literacy and help them to capitalise on the full potential of their content in the digital environment, and to increase efficiency throughout their publishing processes. Market-leading technologies and integrated services are differentiated by the scope of publishing issues they address, and this customised cutting-edge approach delivers support to eight of the ten of the largest publishers in the world. Publishing Technology's brands include advance (the 21<sup>st</sup> century replacement for Vista), IngentaConnect, author2reader, pub2web, ICS and PCG. For more information, please visit [www.publishingtechnology.com](http://www.publishingtechnology.com). **Contact: Julia Walker**



## MIDAS / BOOKS / FICTION

### THE WEIGHT OF SILENCE

By Heather Gudenkauf

Published June 2010 by MIRA, £6.99, paperback original

The TV  
Book  
CLUB



Nominated for The TV Book Club

*Heather Gudenkauf will be in the UK on tour the week of 19<sup>th</sup> July.*

Two little girls aged seven have been missing for the past sixteen hours. Little Calli Clark is a dreamer, she also suffers from selective mutism brought on by a tragedy she experienced as a toddler. Petra Gregory is Calli's best friend, her soul mate and her voice, but neither Calli or Petra have been heard from since they disappeared. Support for the families turn to suspicion as it seems that the answers lie trapped in the silence of unspoken secrets.

*The Weight of Silence* is Heather Gudenkauf's first novel and went straight into the New York Times bestseller list at no 5, spending 20 weeks in the NYT Top 20. Heralded as the new Jodi Picoult, Heather lives in the US and is available for interviews. **Contact: Sophie Ransom**

### HARLEQUIN MILLS & BOON LTD.

The world's leading publisher of romantic fiction



Established in 1908, Harlequin Mills & Boon Ltd is the world's leading publisher of romantic fiction. Mills & Boon publish high quality, contemporary and entertaining women's fiction offering glamour and escapism to millions of readers across the globe. Mills & Boon publish 50 books each month, sell over 130 million copies worldwide every year, and a Mills & Boon book is sold every 3 seconds in the UK. **Contact: Ann Bissell / Alexander Martin / Tory Lyne-Pirkis**



### CONFESSIONS OF A DUCHESS

Nicola Cornick

Published 28th June 2010, by MIRA, £7.99, Paperback

Set in Regency England, *Confessions of a Duchess* is the first book in the *Brides of Fortune* series, an exciting new trilogy from the queen of historical romance, Nicola Cornick. When an ancient tax law is invoked requiring all unmarried ladies to either wed or surrender half their wealth, the quiet village of Fortune's Folly is overrun by a swarm of fortune-hunting bachelors. Marry again? Never! Not after what Laura, the dowager duchess, was forced to endure the first time. Even if her onetime paramour, Dexter Anstruther, is oh-so-tempting, she knows her secrets would destroy any chance at a future together. Young, handsome and scandalously tempting, Dexter suspects Laura has a hidden motive for resisting his charms...and he intends to discover it, by any means necessary. **Contact: Tory Lyne-Pirkis**





### ELPHAME'S CHOICE

By P.C. Cast

Published 28th June 2010 by MIRA, £7.99, paperback

Part-human, part-centaur, Elphame has always been different. OK, make that very different. The hundreds of shimmering butterflies sent by the goddess Etain to mark her birth were only the beginning. When Elphame is asked to breathe new life into the remote MacCallan Castle, she goes along with it (well stranger things have happened...) and finally she's found her true calling. But Elphame hadn't banked on her life being threatened when the bizarre Fomorians descendents (bat-like humans – it's a long story) return to MacCallan with their own devastating agenda. Nor the fact that she may have finally found her lifemate...at THE most inconvenient time!

**Contact: Tory Lyne-Pirkis**

### HANNAH'S LIST

By Debbie Macomber

Published 28 June 2010 by MIRA, £7.99

The story of Michael Everett, a young doctor, whose wife Hannah dies of ovarian cancer. A year after her death he is given a letter from her by his brother in law in which she makes one final request – that she wants him to marry again and she has three women she asks him to consider... The latest in the Blossom Street series, *Hannah's List*, is the emotionally powerful novel by No 1 New York Times bestselling author Debbie Macomber, continuing her moving exploration of the complex relationships among family and friends. Debbie Macomber has sold 70 million copies of her books worldwide and is available for interview by phone and email. **Contact: Sophie Ransom**



### BRIGHID'S QUEST

By P.C. Cast

Published 28th June 2010 by MIRA, £7.99, paperback

When she leaves her ultra-strict family, Brighid also strays from her pre-ordained life. Born to be the Chief Shaman and ruler of a herd of centaurs would be tough for any girl – and Brighid wants out. Joining Clan MacCallan as a Huntress and helping broken-hearted Cuchulainn on his mission seems much simpler – if befriending bat-winged creatures and helping them gain acceptance in society can ever be described as simple. As Brighid uncovers more about her heritage (and her true feelings for a certain someone), she realises her powers cannot lie dormant forever. And that she cannot escape her destiny. **Contact: Tory Lyne-Pirkis**





### THE AVENGER

By P.C. Cast

Published 12th July 2010 by Mills & Boon, £7.99, paperback

Alexandra Patton is no ordinary woman. A military secret agent with the ability to speak to the dead, Alex never had much luck in the love department, until she finds herself on a secret mission to travel back in time to 60 AD Briton. Arriving just as Queen Boudicca is rallying her army to battle, Alex must prove herself to Boudicca's most trusted confidant the Druid warrior Caradoc. In the guise of a Goddess, Alex befriends Caradoc who teaches her how to harness her paranormal skills. Unlocking a part of her she never knew existed; Alex falls passionately in love for the first time in her life. Torn between duty and love can Alex carry out her secret mission and return to her own world, or will she give in to the burning passion that has awakened her soul? **Contact: Tory Lyne-Pirkis**

### SECRETS SHE LEFT BEHIND

By Diane Chamberlain

Published 20 August by MIRA, £7.99, paperback

What if you did something so devastating, you regretted it for the rest of your life? Nineteen-year-old Maggie Lockwood spent a year in prison for her part in arson. Returning home, she hides herself away, too afraid to see Keith, the boy she grew up with, played with as a child – and recently learnt is her half-brother, who is both physically and mentally scarred. Can Maggie redeem herself?

**Contact: Margot Weale**



### THE SEDUCTIONS OF LUCY FOSTER

By Tony Garnett

Published by Eloquent Books, June 2010, £17.50

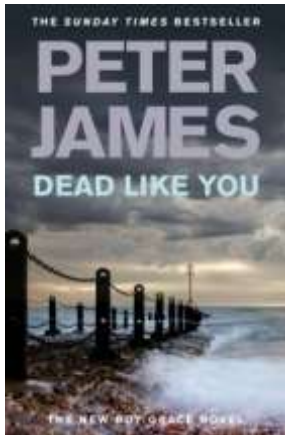
The first novel by Tony Garnett, long time collaborator as producer with Ken Loach & Mike Leigh and producer for *This Life*, *Between the Lines*, *Ballykissangel* and many more....

Tony Garnett's novel, *The Seductions of Lucy Foster*, is a psychological thriller that explores the human condition. Lucy Foster is an attractive, intelligent, 30-something millionaire. Her internet business is on the brink of a major expansion and Lucy will do anything to make it happen, including seducing the powerful 70-year-old, Lord Blayne. Her professional success is complete, but what about her conscience?

**Contact: Sophie Ransom**



## MIDAS / BOOKS / CRIME FICTION



### DEAD LIKE YOU

By Peter James

Published 2<sup>nd</sup> June by Macmillan, £18.99

**The No. 1 Bestseller**

The Metropole Hotel, Brighton. After a heady New Year's Eve ball, a woman is brutally raped as she returns to her room. A week later, another woman is attacked. Both victims' shoes are taken by the offender. Detective Superintendent Roy Grace soon realises that these new cases bear remarkable similarities to an unsolved series of crimes in the city back in 1997. The perpetrator had been dubbed 'Shoe Man' and was believed to have raped five women before murdering his sixth victim and vanishing. Could this be a copycat, or has Shoe Man resurfaced?

*Peter James is available for interview and to write articles.*

**Contact: Sophie Ransom**

### LAND OF GHOSTS

By E V Seymour

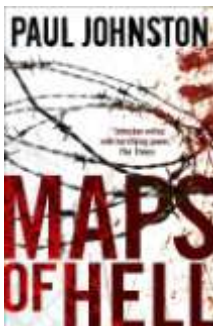
Published 18 June 2010 by MIRA, £6.99, paperback

Fearing an undercover agent working in Chechnya has gone rogue, MI6 look to off-the-books spook Paul Tallis for help. Yet for Tallis the mission becomes personal when he learns that the missing operative is his old school friend, Graham Darke. For fans of Robert Ludlum, Gerald Seymour and John Le Carré, this is a must-read.

'If you like your thrillers gritty and your conspiracies ripped from the headlines, this book is for you.'

Meg Gardiner on *The Mephisto Threat*.

**Contact: Margot Weale**



### MAPS OF HELL

By Paul Johnston

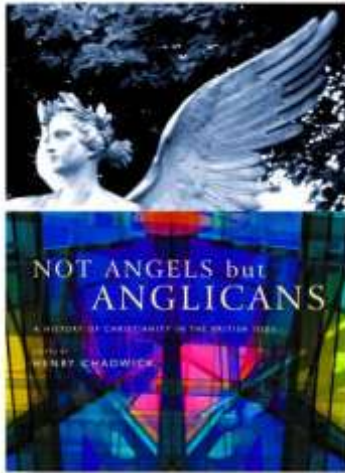
Published 20 August 2010 by MIRA, £6.99, paperback

*The Manchurian Candidate* meets *The Bourne Conspiracy* in this devilish, new white knuckle thriller. A secret Nazi-style militia running brainwashing experiments in a remote location in the States have held Matt Wells prisoner. Framed as a serial killer, and on the run from the FBI, Matt must expose this fiendish organisation – before events reach their terrifying climax.

**Contact: Margot Weale**



## MIDAS / BOOKS / FAITH & SPIRITUALITY



### NOT ANGELS BUT ANGLICANS, *An Illustrated History of Christianity in the British Isles*

Edited by Henry Chadwick

Contributors include Rowan Williams, Diarmaid MacCulloch, David Edwards, Judith Maltby and John Bowker

Published June 24<sup>th</sup> 2010 by Canterbury Press, £25.00, paperback

Almost ten years after the success of its original publication, this revised edition of *Not Angels but Anglicans* offers readers a fresh look at the complex and colourful history of Christianity across the British Isles. This assortment of essays conveys the character and contribution of Christianity in the ever changing landscape of contemporary Britain. *Not Angels But Anglicans* takes into account the tumultuous events of the last decade, from the 9/11 attacks and their impact on faiths the world over, to the recent debates on

homosexuality and women ordinands within the Church of England. It serves as a useful reminder that many of the concerns facing people today are rooted in the past. **Contact: Claire Richman**

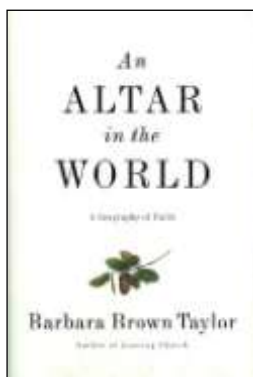
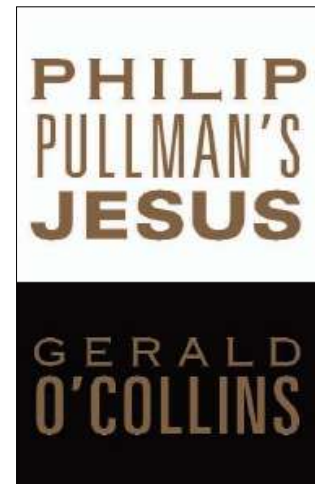
### PHILIP PULLMAN'S JESUS

By Gerald O'Collins

Published August 2010 by DLT, £7.95, paperback

One of the world's leading biblical scholars responds to the challenge posed by Philip Pullman's hugely popular best-seller *The Good Man Jesus and the Scoundrel Christ*. Gerald O'Collins calmly exposes the mistakes and weaknesses that underlie *The Good Man Jesus and the Scoundrel Christ* while giving an authoritative and scholarly response to Pullman's controversial book. Can we know the truth about Jesus? Did the first followers of Jesus simply make up the story of his rising from the dead? Did Jesus claim a personal authority that put him on a par with the God? As he faced death and celebrated a final meal with his dearest friends, what did he mean by his words and actions? All these questions and more are answered as O'Collins confronts Pullman's Jesus.

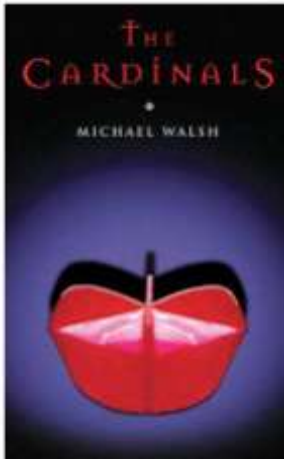
**Contact: Tory Lyne-Pirkis**



### AN ALTAR IN THE WORLD

Written by Barbara Brown Taylor, published in August 2010 by Canterbury Press, £9.99

In this highly acclaimed and lyrical book, the bestselling author Barbara Brown Taylor reveals the countless ways we can discover divine depths in the small things we do and see every day. People go to extraordinary lengths to discover this treasure. *An Altar in the World* shows us how heaven and earth meet in such ordinary occurrence as hanging out the washing, doing the supermarket shop or feeding an animal. It will transform our understanding of ourselves and the world we live in and renew our sense of wonder at the extraordinary gift of life. **Contact: Claire Richman**



### THE CARDINALS

By Michael Walsh

Published by Canterbury Press on 2<sup>nd</sup> September 2010, £20.00

At a time when all eyes are on the Roman Catholic Church, prominent Catholic commentator and historian Michael Walsh releases *The Cardinals*, a unique insight into the mysterious and secretive world of the Vatican. The Cardinals are the Vatican's 'nearly men' who never became Pope but who have been the power behind the papal throne throughout the ages. In this authoritative text covering over 200 men who have illuminated the lives of the popes, Walsh explores the world of the kingmaker cardinals, the politically ambitious, the saintly, the venial, the scholarly and the pastors, ultimately calling in to question the role of the Cardinal, and asking if these men are really relevant in today's Roman Catholic Church.

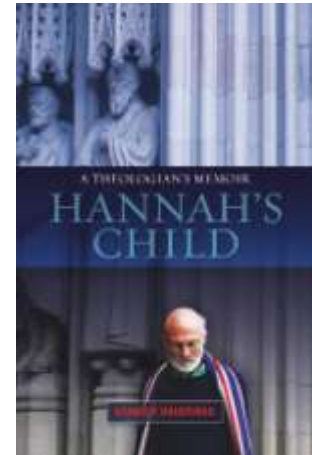
**Contact: Felicity Denham**

### HANNAH'S CHILD

By Stanley Hauerwas

Published October 2010, by DLT, £7.95, Paperback

Hannah's Child is the autobiography from one of the world's leading theologians, Stanley Hauerwas. Hauerwas, named by *Time Magazine* as 'America's best theologian' is a fascinating commentator on political issues such as abortion, war and peace, pacifism and disability. Hauerwas' autobiography is captivating and inspiring. With genuine humility, he describes his intellectual struggles with faith, how he has dealt with the reality of marriage to his mentally ill wife who suffered from bi-polar disorder and who lived with for over 25 years even when she rejected him time and time again. Hauerwas reveals his great gift for friendship and how it helped him survive the darkest moments in his life and supported him through his international success as a theologian. **Contact: Tory Lyne-Pirkis**



## MIDAS / BOOKS / BIOGRAPHY



**BRITNEY SPEARS: *Little Girl Lost* by Christopher Heard**  
Published by Transit Publishing, May 2010, £9.99 paperback

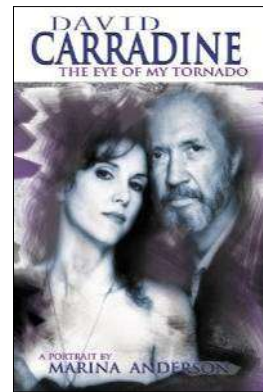
Celebrity author Christopher Heard outlines the dramatic story of Britney Spears through the highs and lows of her phenomenal career to her personal trials and tribulations in this biography. This book shows how Britney struggled to have her voice heard and to create her own identity under the eyes of the world. Will Britney continue to manage control over her life or could the need for freedom drive another rebellious phase and subsequent downward spiral?

**Contact: Tracey Jennings**

**DAVID CARRADINE: THE EYE OF MY TORNADO by Marina Anderson**  
Published by Transit Publishing, June 2010, £9.99 paperback

Accomplished American actor David Carradine was both an enigma and a chameleon. On June 3, 2009, he was mysteriously found dead in his hotel room in Bangkok, Thailand, leaving many unanswered and disturbing questions behind...On the first anniversary of his death, read the inside story behind David Carradine's life and legacy. Marina Anderson, Carradine's ex-wife and author, reveals the dark side of his intense persona with a balanced portrayal that is both critical and sympathetic.

**Contact: Tracey Jennings**



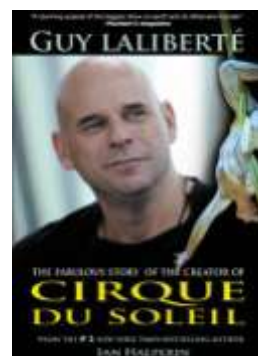
**THE MURDER OF ANNA NICOLE SMITH**  
By Judge Larry Seidlin  
Published by Transit Publishing, June 2010, £9.99 paperback

Former Playboy Playmate of the Year Anna Nicole Smith was known as much for her sometimes-turbulent life off-camera as she was for her tabloid celebrity, continuing to make headlines even after her death. In his first book, retired judge Larry Seidlin, who presided, unveils the truth behind one of the most-watched courtroom proceedings in U.S. television history. Based on his observations, eye witness accounts, trial transcripts and confidential files, he delivers a 3 year in-depth investigation on what really happened on the day Anna Nicole Smith passed away. **Contact: Tracey Jennings**

**GUY LALIBERTE: The Fabulous Story of the Creator of the Cirque du Soleil by Ian Halperin**  
Published by Transit Publishing, August 2010, £9.99 paperback

In this first ever biography of Cirque du Soleil founder Guy Laliberte, follow the story as it unveils the humble origins of this former French Canadian street performer, through his years of struggle, to his brilliant success in bringing the extraordinary Cirque du Soleil to sold-out audiences worldwide.

**Contact: Tracey Jennings**





**DUSTIN DIAMOND: Behind the Bell by Dustin Diamond**  
**Published by Transit Publishing, August 2010, £11.99 hardback**

Hollywood might represent another side of the American Dream, but this is not necessarily always the case - especially for young actors. Dustin Diamond is best known for his character Samuel Screech Powers in the late '80s and '90s on the long-running American TV teen sitcom *Saved by the Bell* (SBTB). In his book Diamond gives readers the disheartening story of an ex-child star. Through his eyes, we uncover Hollywood's myths and see what happens when the lights go out and career expectations are shattered.

**Contact: Tracey Jennings**



## MIDAS / BOOKS / NON – FICTION

### ENCYCLOPAEDIA BRITANNICA

#### One of the nation's most respected brands

Encyclopædia Britannica, with its 240-year history, was recently named as one of the top 10 UK Consumer Superbrands for 2009/10, standing alongside such leading brand names as Apple and Lego and ahead of companies such as Marks & Spencer, Sony and Nike. The Encyclopædia Britannica is a home of writers, thinkers and philosophers, wits and teachers. Contributors since its origin in 1768 have included people such as A.C Grayling, Sigmund Freud, Bertrand Russell, John Gribbin, Albert Einstein, Marie Curie, Leon Trotsky and Harry Houdini.



Encyclopædia Britannica represents the only publishing brand in the Top 50 and is recognised by the British public as one of the nation's best-known and respected brands - representing quality, reliability and distinction.

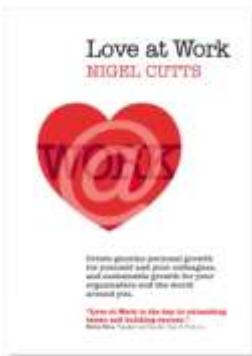
**Contact: Penny Clifton / Claire Barnett / Julia Walker**

### PARKY'S PEOPLE

By Sir Michael Parkinson

Published 14<sup>th</sup> October 2010 by Hodder, £20.00, hardback

Legendary encounters with the man who has met everyone. Showbiz legends, modern day icons and sporting greats – Michael Parkinson interviewed them all. Now he reflects on 100 memorable guest and the moments that made TV history. From Muhammed Ali to Michael Palin, Tom Jones to Tony Blair, Joan Rivers to Judi Dench, *Parky's People* reveals some of Sir Michael's most unforgettable encounters from twenty-five years of broadcasting. **Contact: Ann Bissell**



### LOVE AT WORK

Written by Nigel Cutts, published by Fisher King Publishing on 1<sup>st</sup> June 2010, priced £12.99

We spend a huge amount of our waking time at work, but perhaps place a greater emphasis on the relationships we have at home. Outside our working environments we position 'love' and 'caring' as fundamental to our happiness, yet we do not make the same connections in our working lives. In *Love At Work*, Nigel Cutts explores how we need to reconnect our head and heart in order to make a positive difference in our lives and the lives of those around us. **Contact: Claire Richman**

### VIZ ROGER'S PROFANISAURUS

Published by Dennis Books on 23<sup>rd</sup> September 2010, £14.99

It is the essential reference work for the student of vernacular English, the inquisitive etymologist and the mechanic who has just dropped a car battery on his foot. Guaranteed laugh-out-loud funny or your money back. Refunds not available. With 3000 new entries. **Contact Jessica Gulliver**



**VIZ ANNUAL 2010**

**Published by Dennis Books on 1<sup>st</sup> October 2010, £tbc**

Spreading joy and laughter far and wide this Christmas, Viz's latest annual will be packed full of fun, overflowing with the best bits from 2010's issues of Britain's favourite award-winning magazine.

**Contact: Jessica Gulliver**

**LATE FOR TEA AT THE DEER PALACE**

**By Tamara Chalabi**

**Published 9<sup>th</sup> August 2010 by HarperPress, £25, hardback**

The Chalabis are one of the oldest and most prominent families in Iraq. In *Late for Tea at the Deer Palace* Tamara Chalabi explores their extraordinary story from the opulent life of her grandmother Bibi and the birth of the modern state through the bloody events of the 1958 revolution and her parents' exile, to the present day.

**Contact: Margot Weale**



## MIDAS / HEALTH & WELLBEING

### LOOKING GOOD NAKED:

**Natural Weight Loss in 6 Easy Steps** by David Desjardins and Helen Dumas  
Published by Transit Publishing, June 2010, £9.99 paperback

Everyone wants to look good naked, and to feel healthy and fit. But nearly no one wants to go through the regimen of self-denial and artificially enforced eating habits that most diet books require. This book is different, outlining a 6-Step Natural Weight Loss Programme that *you* adapt to *your* lifestyle, targeting not just nutrition, but also proper exercise, improved sleep and reduced stress. The result is healthy and sustainable lifestyle improvements, weight loss – and looking good naked!

**Contact: Tracey Jennings**

### YOU KNOW MORE THAN YOU THINK

By Seka Nikolic

Published 1<sup>st</sup> September 2010 by Hay House, paperback £10.99

Have you ever telephoned someone just as they were about to ring you? Or received an email or a letter from a friend who you dreamt about the night before? It may feel easier to believe that these situations are simply coincidental – but this book will help you to understand the very real explanation behind this seemingly magical form of energetic communication. Discover the ability that we all have to send and receive messages through our energy frequencies; practical exercises to improve your state of neutral mind; how to use neutral mind to get what you want from life; specific chapters on relationships, family, life and health and real case studies to demonstrate this amazing tool. You were born with the ability to use energy and this book will help you nurture your natural gift, dramatically improve your happiness and health, and invite the magical back into your life.

**Contact: Katrina Power**



### DINNER DATES – CLAY DATING

Created by Hillie Marshall

*Clay dating* is the brainchild of Hillie Marshall who runs her own singles social networking agency, **Dinner Dates**. The idea is for like minded individuals who are looking for Mr or Mrs Right to find love over the barrel of a gun! Every year for the past 20 years, Hillie has organised five days clay pigeon shooting where single men and women join a group for a day of shooting lessons and love. Hillie says *'it's a fun and unusual way for singles to find love and it also brings a new audience to shooting.'* Hillie runs a huge variety of events from skiing holidays, black tie balls and art workshops to spa and golf weekends, polo matches to theatre outings, but says that the clay dates are one of the highlights of her dating calendar and are by far and away one of the most popular events she organises. **Contact: Tory Lyne-Pirkis**



## MIDAS / CHILDREN & PARENTING



### WILL SOLVIT

By Zed Storm

A series of twelve new mystery adventure books, published by Parragon, £4.99 each, paperback

The ultimate adventure books for boys, Will Solvit is an ordinary ten year-old boy from a not so ordinary family. With his dad's crazy invention, Morph, Will time-travels through history – meeting cave men, Egyptian mummies, Roman gladiators and even a T-Rex! Each book includes 101 amazing facts about the time period Will has travelled to, along with a magic Decoder, allowing the reader to solve the secret codes throughout the book.

For more information, visit [www.will-solvit.com](http://www.will-solvit.com).

Contact: Alexander Martin

## MIDAS / PERSONAL PR



### PETER JAMES: AUTHOR, FILM PRODUCER

Peter James is a bestselling author and film producer. Born in Brighton, he is the son of Cornelia James, glove manufacturer to the Queen. Educated at Charterhouse and then at film school, he began his career in North America, working as a screen writer and film producer (his projects included the award-winning *Dead of the Night*) before returning to England.

Peter James' latest book is *Dead Like You*, published June 2010. Contact: Sophie Ransom / Claire Richman

[www.peterjames.com](http://www.peterjames.com)



### FIONA LINDSAY: CELEBRITY INTERVIEWER

Fiona Lindsay is a highly experienced arts interviewer with a portfolio of work that spans major literary festivals including Buxton, Cheltenham, Edinburgh, Guardian Hay, Oxford, Stratford upon Avon, and the Emirates Festival of Literature in Dubai. Demonstrating a rare mix of warm charm and gentle provocation, Fiona has interviewed some of the world's most eminent actors, artists, authors, broadcasters, dancers, designers, directors, musicians, and poets, and demonstrates a dynamic creative energy that allows access into very private worlds. Fiona is adept at staging complex ideas so that they are relevant, exciting and accessible. Contact: Julia Walker

[www.fionalindsay.co.uk](http://www.fionalindsay.co.uk)



## MIDAS / CORPORATE PR



### THE NATIONAL TRUST Food & Drink

The National Trust, one of the UK's best-loved charities, appointed Midas PR to launch their new range of branded food and drink products, available in supermarkets from October 2009. The products all have a wonderful story to tell: some are made using ingredients from the Trust's own farms while others are produced using recipes from the working kitchens of the Trust's historic houses. **Contact: Penny Clifton**

### THE BOOKSELLERS ASSOCIATION Corporate PR

The Booksellers Association of the United Kingdom and Ireland Limited, representing over 90% of stockholding booksellers in the UK and Ireland, is committed to providing the widest possible range of services to its membership, the value of which far outweighs the cost of being a member.



Its services range from the commercial, such as selling and exchanging National Book Tokens, paying suppliers electronically through the 'batch' service, offering reduced rates on credit and debit cards and a tailor made insurance scheme, to the practical, such as promoting World Book Day, publishing the 'Christmas Books' catalogue and offering carrier bags, to the intangible but invaluable, such as representation to Government and the EU.

The Booksellers Association offers advice and information in a multitude of areas, from book prize winners to price marking legislation; it runs conferences, meetings and events across the country and throughout the year; helps market bookshops through co-operative action; publishes invaluable trade directories of publishers, booksellers and suppliers to the trade; talks to other organisations; provides financial advice through a network of independent financial advisors and runs a stockists scheme with the Open University. The Booksellers Association is a member of the National Book Committee, dedicated to the well-being of books and the written word.

2008 saw the launch of a successful campaign to encourage consumers to discover what their local bookshop had to offer through Independent Booksellers Week, and bestselling author Kate Mosse acted as a figurehead for this campaign. The Week was part of the recent Love Your Local Bookshop campaign, took place once again on 15<sup>th</sup>-22<sup>nd</sup> June 2009. The Independent Booksellers Book of the Year also took place in June 2009. **Contact: Jacks Thomas**

### RANDOM HOUSE DISTRIBUTION Corporate PR

Random House Distribution is part of the Random House Group, and is a business that services Random House's own imprints as well as 50 other UK publishers. The business incorporates The Book Service (TBS) which is located at Frating in Colchester, Grantham Book Service (GBS) in Grantham and Transworld at Wellingborough. The TBS warehouse, built in 1998, is the largest purpose-built book distribution centre in the UK and manages the distribution of over 100 million books a year. GBS has existed since 1987 and prides itself on being 'The Independents' Specialist'. **Contact: Jacks Thomas**



## MIDAS / CONTACT US

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For the most up-to-date information on new projects, visit [www.midaspr.co.uk](http://www.midaspr.co.uk)

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